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PA-854 • Division of Home Economics • Federal Extension Service
U.S. Department of Agriculture •

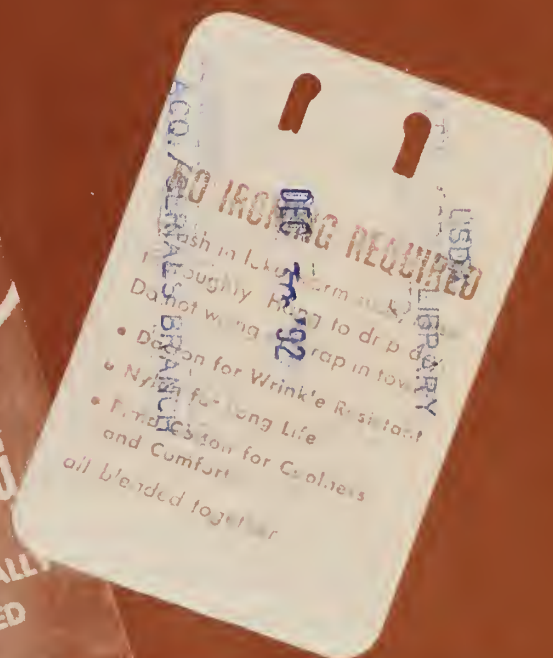
YOUR MONEY AND CLOTHING LABELS

**PERMANENT
PRESS**

ABSOLUTELY



**NO IRONING
UNCONDITIONALLY
GUARANTEED**



Mrs. Conway Is a Good Shopper

Mrs. Conway came home from shopping. She told her neighbor, "I stood there and I just wanted to cry. All those dresses said 'Dry Clean' on the tag. I can't afford to pay drycleaning bills. I don't mind washing Joyce's good dresses by hand, but I couldn't find any that didn't have 'Dry Clean'."

Mrs. Conway is a good shopper. She won't buy clothes unless they have a tag or label telling how to clean them.

A label can help you get your money's worth. A label can tell you how to clean and press what you buy. Follow the directions for

washing by hand or machine or for having it drycleaned. Some fabrics and leather and suede cost a lot to dryclean. And they must be cleaned by specialists. Think about this before you buy.

A good label tells you how the article will act, like keeping its press, shedding spots and stains, and not shrinking out of fit. When the word "guarantee" is on the label, it should tell you exactly what is guaranteed.

On this page, write in the names of some clothes you have bought beside the directions that came with them, like this:

MACHINE WASHABLE

Tom's brown slacks

WASH IN COLD WATER

MACHINE WASH IN LUKEWARM WATER

HAND WASH SEPARATELY

MACHINE WASHABLE

DRY CLEAN

DRY CLEAN ONLY

FOR BEST RESULTS REMOVE FROM WASHING MACHINE

IMMEDIATELY AFTER SPIN DRY CYCLE

MACHINE WASH AND DRY

AVOID CHLORINE BLEACH

USE WARM (NOT HOT) IRON

LINE DRY

When you find other kinds of cleaning or pressing directions, write them in these blanks.

Mrs. West Wants Durable Press

Mrs. West has a job and her children are all in school. She is willing to pay a little more for school clothes that she doesn't have to iron.

Mrs. Booker is home all day because her baby is only a year old. She is a good ironer. She would rather save money than ironing time. Besides, she saw durable press tags when she shopped. The tags said that wash and wear and permanent press clothes look better

when they are dried in a dryer. She doesn't use a dryer.

Do you want to spend money to save ironing time? If you want clothes that need little or no ironing, look for *Permanent Press*, *Durable Press*, *Penn-Prest*, *Machine Wash 'n Wear*, *Dan-Press*, *Sta-Prest*, *Perma-Prest*, and *Koratron*. When you buy something with one of these names on a label, write on this page what you bought beside the name like this:

KORATRON John's tan slacks

Watch to see how they look with little or no pressing.

KORATRON _____

PERMANENT PRESS _____

DURABLE PRESS _____

PENN-PREST _____

MACHINE WASH 'N WEAR _____

PERMA-PREST _____

DAN-PRESS _____

STA-PREST _____

Use these blanks to write down other names that mean little or no ironing when you find them on a label.

Mrs. Collins Says Underwear Should Not Shrink More Than 1%

"Now the way I always bought was 'Brand X' for knit underwear and 'Brand Y' for boys' cloth shorts," Mrs. Collins told a friend.

"But now that new launderette opened up and I found some of these things shrink in the dryer. I had never used a dryer before. Now when I buy something, it has to say 'Will not shrink more than 1%'."

"I got onto that when Mrs. Johnson was over one day. I was show-

ing her how some of the underwear for my kids shrunk and some didn't. She showed me that word 'Pak-nit' on the label of one of the undershirts that didn't shrink. She said that 'Pak-nit' meant it will not shrink more than 1%."

Other words that mean knit underwear "will not shrink more than 1%" are: *Stable-knit*, *Penn-set*, and *Pak-nit RH*. If you buy anything with one of these names on the label, write down here what you bought beside the name like this:

PENN-SET John's T-shirts

Watch to see if the T-shirts really do keep their fit like the label says.

STABLE-KNIT _____

PENN-SET _____

PAK-NIT _____

PAK-NIT RH _____

When you find other names that mean "will not shrink more than 1%," fill in their names on these blanks.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Mrs. Curtis Finds Out How to Avoid Spots

Mrs. Curtis' husband does construction work. She has two jobs. He makes good money when he works, but he has a layoff in the winter. So she doesn't dare quit her jobs. The one thing she wants is to keep her family neat and clean.

Her husband and sons take the family wash to the launderette. They have been buying durable press slacks for the boys. The slacks come through the dryer looking great except for spots.

Mrs. Curtis has seen ads on TV showing jackets, slacks, and up-

holstery material labeled *Zepel*, *Scotchguard*, and *Syl-mer*. They shed spots and stains. Drinks and gravy roll off the cloth. The ads said when it comes time to clean these clothes, wash them and then rinse them well. She told her husband about this. The next time they bought slacks for the boys, they looked for durable press clothes with labels that also said they shed stains.

When you buy something labeled "Protects against spots and stains," write down the name that is on the label and what you bought. Like this:

SCOTCHGARD

Joe's gray slacks

The label means that spills will wipe off when they are fresh. Tell Joe to wipe off spills right away. If you don't do this, the stains soak in.

SCOTCHGARD

ZEPEL

SYL-MER

Write down other names you find on a label that says "Protects against spots and stains."

Mrs. Monroe Hears the Latest News About Workclothes

Mrs. Monroe said, "I don't know what I'd do without Brand X to get the grease spots out of my husband's workclothes." Mrs. Davis replied, "I've got news for you. The newest thing is cloth that stains wash out of easily in one or two washings." This kind of cloth has a label saying it is "soil releasing." Some of the names on

this kind of label are: *Visa, Riegel Release, Come Clean, Springs Clean, Dual Action Scotchgard, Wash Ease, Soil-Out, Zip-Clean, Perma-Clean, and Soil-Release.*

When you buy something with one of these names on the label, write down what you bought beside the name, like this:

COME CLEAN John's blue shirt

Watch to see if stains wash out of clothes like the label says.

COME CLEAN _____

VISA _____

RIEGEL RELEASE _____

SPRINGS CLEAN _____

DUAL ACTION SCOTCHGARD _____

WASH EASE _____

SOIL-OUT _____

ZIP-CLEAN _____

PERMA-CLEAN _____

SOIL-RELEASE _____

Write down other names you find on labels that say they mean soil releasing.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Mrs. Smith Thought She Could Tell by Looking at Material

Mrs. Smith said, "You know I bought this material to make a dress. It cost \$1.39 a yard. I thought I could tell by just looking at it and feeling it that it would not shrink. But did it ever shrink! I found out you can't tell by looking anymore."

What happened to Mrs. Smith wasn't just bad luck. She needs to be a better shopper like her neighbor, Mrs. James. Mrs. James reads every word on the label. She bought material for \$1.00 a yard. The label on the end of the bolt said, "Sanforized—will not shrink more than 1%."

Mrs. James laughed and said the salesladies say to her, "What are you doing?" She said, "I tell them I'm going to look over everything I buy inside and out to see what I'm getting. And I want a label on the things I buy."

Another label word that means the fabric won't shrink more than 1% is *Rigmel*. You can buy cotton and rayon fabrics and clothes that won't shrink more than 1% at a price you can afford. But you can't tell that they won't shrink unless the label says so. Sometimes you can waste more money by foolish buying than you can save by sewing.

Mrs. James has even found that you can buy wool skirts that you can wash without shrinking them. The ones she saw were marked *Wurlan* and the label told exactly how to wash them. Other words for washable wool clothes are *Bancora*, *Dylanize*, and *Sanforlan*.

Whenever you buy washable wool clothes, save the label that tells you how to wash them. Write down *on the label* what it came on.

Where to Find Labels

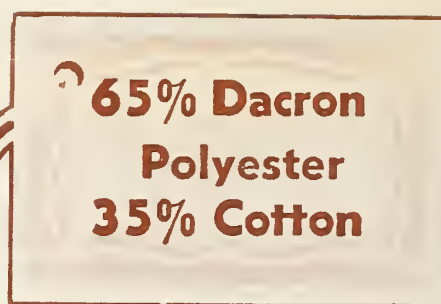
Sometimes the label is on the outside of the package. Shirts, blouses, and underwear often come in packages you can see through. The labels are printed on the plastic wrapper, like this —————>

Next time you buy something in a package like this, write down here what it says:



Sometimes the label is printed on a tag hanging on clothes. Dresses on hangers have these tags. They look like this —————→

Next time you buy something in a package like this, write down here what it says:



Sometimes the label is sewed on the inside at the neck. Blouses, dresses, and shirts have this kind of label. It looks like this —————→



Sometimes materials for home sewing have a label on the end of the bolt the fabric is wound around. They look like this . . .



The Clothing Label Can Help You Get Your Money's Worth. Read the Label!

The registered trade names used here are only to help you know what to look for. Several other companies make good products that fit these descriptions. The U.S. Department of Agriculture does not recommend one kind more than another.

Issued April 1968